

CALIFORNIA CHILDREN AND FAMILIES COMMISSION

JUNE 2002 COMMISSION MEETING

SACRAMENTO, CA

June 20, 2002

HIGHLIGHTS

- The monthly meeting of the California Children and Families Commission was called to order at 9:10 a.m.
- Commissioners in attendance: Chair Rob Reiner, Vice Chair Kim Belshe, Elizabeth Rice Grossman, Sandra Gutierrez, Lou Vismara, and Ex-Officio Member Genie Chough.
- Minutes from the May 16, 2002 Commission meeting were approved with one revision to reflect that Commissioner Gutierrez was present at the meeting. These minutes have been posted on the State Commission's website (www.ccfcc.ca.gov) for review.
- In his Chairman's Report, Chair Reiner:
 - Introduced Genie Chough, who will be representing Secretary Grantland Johnson for the California Health and Human Services Agency.
 - Highlighted a recent meeting he had with the L.A. County Children and Families Commission and their potential investments in universal health care and universal preschool programs in L.A. County. He reported that these investments were supported in concept.
 - Presented some very positive research results on the Early Head Start program, which were just released by the U.S. Department of Health and Human Services.

- Executive Director Henderson reported on:
 - The universal preschool program for 3 and 4 year-olds in France.
 - The status of the State Budget – The Legislature hopes to deliver a budget to the Governor by July 1.
 - The Master Plan for Education – the Joint Committee to Develop a Master Plan for Education has holding hearings and is accepting e-testimony to obtain public input on the draft Master Plan. The document will likely be reformatted for ease of readability and a final draft will be released in mid-August, voted on by the Joint Committee, and distributed to the Legislature. Individual pieces of implementing legislation for the Master Plan recommendations will go through the legislative process and to the Governor for approval beginning next year. The Joint Committee is sponsoring a Senate Resolution to 1) extend the life of the Joint Committee until November 2004 from 2002; 2) add a paragraph that describes the importance of early care and education in the Master Plan; and 3) rename the Joint Committee to drop “Kindergarten through University.”
 - Technical Assistance for County Commissions – The Commission is working with a subcommittee of county commission representatives to develop a long term TA plan, which will focus on the School Readiness Initiative and the Equity Principles. It will have flexibility built in and the ability to organize TA regionally as well as other ways, and will likely focus on issues or TA “modules.”
 - Advisory Committee on Diversity.
 - Revised timeline for the Commission’s five focus area initiatives.

- Pat Wheatley, President of the California Children and Families Association, reported on the work of the Association, specifically on their “GO-SERVE” project with Americorps and the involvement the Association has had with State Commission initiatives.
- Public Awareness Media Campaign – The Commission voted to adopt First Five California, and a corresponding logo, as the identity for all School Readiness-related work and other activities of the Commission. Staff will be working with County Commissions to encourage their participation in utilizing this identity. First Five California will debut on new public education spots that will begin in early July. These spots were approved by the State Commission last year, and continue the parent education theme of past campaigns, in addition to also specifically advertising the kit.
- Parents’ Guide Renewal – The State Commission voted to allocate \$1.5 million to produce an additional 500,000 Parents' Guides for continued inclusion in the Kit for New Parents during its second year of implementation.
- Public Awareness Campaign Funding for “Safe Arms for Newborns” law – The Commission approved a proposal to contribute on a one-time basis \$1 million to the State Department of Social Services (DSS) to fund a campaign to raise public awareness of the “Safe Arms for Newborns” law. This money, together with \$500,000 from DSS, will fund an initial \$1.5 million campaign. Additional funding may be contributed by local Prop 10 commissions, including the L.A. County Commission, to bolster the campaign’s reach. DSS Director Rita Saenz reported that the campaign may be targeted in key media markets in an effort to maximally reach the target audience in the geographic areas where the majority of newborns are abandoned. Director Saenz informed the Commission that the Governor’s Office is hoping to have the Safe Arms message incorporated into all appropriate state media campaigns and venues, such as the teen pregnancy prevention campaign and domestic violence program campaigns.

- Consent Calendar for Commission Agendas – The Commission approved the use of a “consent calendar” at Commission meetings for certain action items. The proposed consent calendar would be posted on Commission meeting agendas, in compliance with the 10-day public notice requirement, and public comment on the consent calendar would be requested prior to the Commission’s voting on the consent calendar. An item could be removed from “consent” for full discussion and a vote at the request of a Commissioner.

- Meeting Calendar for 2003 – The Commission discussed a proposed meeting calendar for 2003. If this proposed calendar is adopted (action will be taken at the July 16 meeting) meetings will be scheduled, as they are currently, on the third Thursday of each month except for the months of March or April (a statewide conference of county commissions will be scheduled one of these months) and August and December (there will be no meeting these months). Locations were proposed largely in Sacramento. Staff was directed, however, to look at more meetings in the Los Angeles area. Locations will be determined when action is taken next month.

- School Readiness Initiative –
 Statewide Review of SR Program Applications – June 2002
 - 27 SR Program applications from 12 (6 new) County Commissions were received after going through County-level review
 - Congratulations to Applicants: Butte, Colusa, Kern, Los Angeles, Merced, Orange, Placer, San Joaquin, Santa Barbara, Santa Clara, Sonoma, Yuba
 - Statewide review on June 5-6 with Review Teams of County Commissions and other partners; ‘thank you’ to all you participated
 - Plan to announce SR funding and begin allocations in July
 - Upcoming SR Program application due dates: September 15 and December 15, 2002, and March 15 and June 15, 2003

Expanded SR Initiative to New 13 County Commissions

- CCFC allocated additional \$6.5M over four years (May 2002)
- Welcome to: Alpine, Amador, Calaveras, Del Norte, Mariposa, Modoc, Mono, Nevada, Plumas, Sierra, Tehama, Trinity, Tuolumne
- Allocation: Up to \$400K for SR Programs and \$25K/year for SR Implementation Funds (for 4 years) available to County Commissions and local partners to develop and implement SR Programs
- Target high-priority school communities
- Info/Planning Process: Meetings with the Rural Caucus/CCAFA on 5/15 and 6/19; SR-RFF Info Meeting via conference call on 5/29; on-going SR conference calls

SR Technical Assistance

- UCLA providing Interim SR Technical Assistance
Developing ToolKits – Ready to send “SR: Ready Schools” and “SR Collaboration” including research brief, PowerPoint presentations with ‘talking points,’ additional resources
Also: Listserve, limited 1:1 consultation; SR website with resources; planning SR regional meetings
 - CCRC SR Conference Calls: scheduled every 2-3 weeks to address current questions/issues and provide networking/sharing opportunity
 - “Building SR Through Home Visitation” resource in development by Deanna Gomby, Ph.D.
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- Oral Health Focus Area – Staff provided the State Commissioners with an update on the overall direction and approach for the Oral Health focus area. It was proposed that in the area of Oral Health that the CCFC address the following three major need areas: (1) inadequate provider supply; (2) insufficient understanding and education of parents, families, and community service providers around the

importance of early oral health care for their young children; and (3) limited research and evaluation data on the prevalence, incidence or type of oral diseases among children aged birth to 5. Additional clarification and instructions were given. The Commission and CCFC staff will be developing a Oral Health concept paper for presentation and further discussion, hopefully at the July 18, 2002 meeting.